

ABSTRACT OF THE INVENTION

5 A retroreflective article **10** has a body portion **14** and a multitude of cube-corner elements **12** that project from a rear side **20** of the body portion **14**. The body portion **14** includes a body layer **18** that contains a light-transmissible polymeric material having an elastic modulus less than  $7 \times 10^8$  pascals. The cube-corner elements **12** contain a light transmissible polymeric material having an elastic modulus greater than  $16 \times 10^8$  pascals. A retroreflective article of this construction can be highly flexed while maintaining good retroreflective performance.

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